

## ST. LOUIS ENJOYED GREAT ERA OF PROSPERITY; BRIGHT FUTURE PREDICTED FOR THE NEW YEAR.

City Gained International Reputations Through the World's Fair  
Benefits in Building Up Its Industries and Growth—William Flewellyn Saunders Tells What  
Is Necessary to Cause Every Enterprise to Thrive—Freight  
Manufacturing Field Widened.

While St. Louis in the last year enjoyed the greatest period of prosperity, a bright future is predicted. The city gained international reputation through the World's Fair, which is considered to be the best advertisement that could be had.

The interest taken by all business men in the formation of a million club, with the purpose of raising the population to that figure, will undoubtedly carry much weight in increasing the manufacturing industries of the city in the year 1905.

All branches of industry and business had a most profitable year. One of the greatest points is the sound financial institutions and the low rates of interest. This is considered to be one of the best inducements in inviting new concerns to locate here.

Merchants are happy for the trade all through the year was good and an exceptional holiday trade was had.

Business men and financial men have given their expressions of the future of St. Louis to the Republic and they are unanimous in declaring that a wave of prosperity greater than last year will be had.

By W. M. FLEWELLYN SAUNDERS,  
Secretary and General Manager  
of the Business Men's League of St. Louis.

The manufacturers and wholesale merchants of St. Louis will agree with the statement that the year 1904 was the best trade year the city has ever seen. This will be, of course, in some degree due to the very advantageous commercial advertising given to St. Louis by the World's Fair and to the very great extension of trade connections made during the year.

While the World's Fair lasted the city was always full of merchants, who were taken in hand by the business organizations and by the manufacturers and jobbers themselves and not only shown the Fair but taught the advantages of doing business in St. Louis. Many business houses maintained at great cost special offices for the entertainment and comfort of visitors and had a most effective system of explaining to them the market resources of St. Louis. There is not a house in St. Louis which has not largely increased its list of permanent customers and enlarged its distributing territory.

### BUSINESS WORK OF 1904.

To carry this prosperity on beyond the present year and to cause every business enterprise to thrive, the business organizations are now planning:

The freight facilities must be improved. That is of the first importance.

The manufacturing field must be widened and greater inducements must be offered to manufacturing capital to come to St. Louis.

The market must be still more enlarged and the distributing territory increased.

Public improvements must be encouraged and the city improved from the standpoint of the householder.

The freight situation I put first because the whole material welfare of the city depends on it. St. Louis will be richer or poorer as that situation is good or bad, and no dweller here may think it does not concern him. The failure of the broad plan for terminals advanced last year by the Business Men's League hurt the shippers and the whole community as well as the railways, and if it is not carried out, the purpose presented this year it is to be hoped that all the members of the Municipal Assembly will look at it justly and in a patriotic spirit.

**THE MANUFACTURING SITUATION.**  
The manufacturing situation in St. Louis is good, but it can be made better. St. Louis is now the fourth manufacturing city of the United States, made so by its location, its cheap coal and the cheapness, plenty and accessibility of raw material. The manufacturer looking about for a location is concerned about fuel, water, raw material, labor, distributing territory and freight rates.

He finds St. Louis better than Chicago, Detroit, Cleveland or Pittsburgh as to fuel, labor, raw material and distributing territory, equal as to freight rates, a little worse as to water. St. Louis can improve the water conditions and can strengthen the distribution argument by improving freight facilities.

The capital invested in new manufacturing enterprises in St. Louis during 1903 and 1904 was much more than that invested here during the two years preceding, 1901 and 1902.

**GOING UP TWO PLACES.**  
One of the most noticeable traits incident to the year is the growth of the boot and shoe manufacturing in St. Louis. When the census was taken in 1900 the largest boot and shoe manufacturing town in the United States ranked first, Brockton, second, Lynn, third, Haverhill, fourth, Cincinnati and St. Louis fifth. They now rank Lynn, first; Haverhill, second; St. Louis, third; Brockton, fourth; Cincinnati, fifth. The St. Louis manufacturers are year by year increasing their manufacturing output and the value of their product, and decreasing their purchases from Boston. Three new factories were built in 1904. In 1905 there are two more to be built in 1905. It is not an extravagant prediction to say that by the time the next census is taken St. Louis will certainly be the second boot and shoe manufacturing city in the United States and possibly leap past them and be the first.

The volume of the boot and shoe exporting by jobbers for 1904 was about \$1,000,000, which is a very large increase over the business of 1903.

**TRADE TERRITORY ENLARGING.**  
In 1904 the railways in the trade territory which belongs to St. Louis had 1,758.2 miles of new construction. This is 41 per cent of the whole amount of railway building during the year in the United States. In Missouri alone 271.50 miles of new track were laid, in Mississippi 23.30 miles, in Arkansas 35.96 miles, in Louisiana 15.74 miles, in Indiana Territory 34 miles, in Oklahoma 16 miles, in Texas 22 miles, in Colorado 15.32 miles, in Arizona 7.65 miles, the track building in the other States and Territories which are supplied by St. Louis merchants being somewhat smaller. This 1,758 miles of new railway track, laid where it is most needed for development of a very rich agricultural and grazing country, means of course the founding of new settlements and the rapid and substantial growth of the old ones.

It is often not fair to make comparisons like the one that follows, but there is not another large city in the United States which had during the last year anything like the development of its trade territory that is shown by this statement. This railway building has had its effect already during 1904 on the trade of St. Louis and will be felt more even in 1905.

Reports from all the lines of manufacturing and jobbing have not been yet completely collated, but some figures have been sent to the Business Men's League and they are fairly impressive. The furniture trade has increased very largely, the sales during the year having

been \$25,000,000, about one-fifth of which was manufactured here.

More stores and ranges by one-fifth were manufactured in St. Louis than in any other city in the United States. The manufacturing output and sales of 1904 were 12 1/2 per cent more than in 1903.

The hardware sales of St. Louis in 1904 were about \$3,500,000, and the trade territory has been much enlarged.

The property of the farmer in the trade territory of St. Louis was shown during 1904 in the large sales of the agricultural implement houses, which amounted to \$10,000,000, about \$2,000,000 of which was manufactured here.

The wholesale dry goods trade in 1904 was about 10 per cent more than that of 1903. The jobbing houses all feel that the year of 1905 will show a very large increase over the business of 1904. The business naturally is increasing, and during the World's Fair year these merchants who had been buying elsewhere who came to St. Louis were impressed with its advantages and made connections with wholesale houses which will last.

The wholesale grocery business was a very large proportion of the trade of St. Louis. One of the largest portions of the sales amounting to nearly \$5,000,000. The sales of all the wholesale grocery houses, including all their kindred lines, will amount to \$3,000,000 for the year.

**INCREASE IN BUILDING.**  
The amount of building done in a city is always a very good index of conditions. The figures show that the city was not overbuilt through any World's Fair excitement. In 1901 the people spent for house building \$13,307,361.

In 1902 they spent \$12,844,455. In 1903 they spent \$15,414,431. In 1904 they spent \$12,144,431. It has been seen that the building last year was but a little more than that of 1903, and the contractors believe that unless untoward labor conditions arise, which is not likely, the building of 1905 will be much more than that of last year.

**PROSPERITY OF FINANCIAL INSTITUTIONS.**

The condition of the banks and trust

companies of St. Louis is always a matter of interest to people abroad who are examining a city's condition. St. Louis, it need not be said, has the reputation of being one of the soundest cities in the United States as to the solidity of its financial institutions. The banking business in St. Louis was one of the best in the city.

The total deposits of the banks in November 17, 1904, were \$17,558,000. The total deposits November 18, 1904, were \$18,111,000.

This is an increase of \$552,000 in bank deposits in one year, and an indication that the whole community has been prospering during the year.

The profits of the banks and trust companies of St. Louis in 1903 were \$5,500,000 and in 1904 were \$6,500,000.

**THE RETAIL TRADE.**  
Undoubtedly the World's Fair had more to do with the prosperity of the retail dry goods business of St. Louis during 1904 than it had to do with any other branch of business, and every house in the city increased its trade by a very large percentage.

It is believed by all of the retail merchants that the business will be much better in 1905. They give several reasons for this. First, the farmers living in the St. Louis trade territory have received more money for their crops than they have ever before.

Second, the building of houses and the building of houses will benefit the furniture, carpet and household goods trade, and the large increase of population will be felt in the same way.

Third, the great assistance in the preparation of this article from Mr. Charles H. Huttig, Mr. Saunders Novell, Mr. Elias Huttig, Mr. Robert B. Lee, Mr. W. S. McChesney Jr., Mr. Charles A. Bliz, Mr. R. P. Spencer, Mr. J. W. Van Cleave, Mr. W. H. Roscher, Mr. P. A. Sprague and Mr. T. A. Babey, managing editor Railway Age.

**RESOURCES.**

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## NEW MILLION DOLLAR INSTITUTION WILL BE READY FOR BUSINESS SOON

Lincoln Trust and Title Company,  
Just Organized, Will Establish  
Offices in Lincoln Trust Building,  
Which It Now Owns—A.  
A. B. Woerheide to Be President.

### WILL NOT BE A COMPETITOR.

The Lincoln Trust and Title Company, with a capital stock of \$1,000,000, has been organized. Within a few days it will file articles of incorporation and establish headquarters in the offices formerly occupied by the Lincoln Trust Company, in the Lincoln Trust building at Seventh and Chestnut streets. Subscriptions have been received for a large part of the stock, which has a par value of \$100, but \$25 additional is to be paid for each share sold.

A. A. B. Woerheide, vice president of the Missouri-Lincoln Trust Company, will be president of the new concern, Julius C. Garrell, formerly manager of the Lincoln Trust Company, will be manager of the new concern, and George P. Pote, manager of the Real Estate and Loan Department of the Lincoln Trust Company, will be manager of this department in the new concern, and George P. Pote will continue to be manager of the Safety Vault Department.

The Lincoln Trust and Title Company has been formed with the idea of confining its functions to the examination of titles, conducting a real estate loan department, by which easy payments can be made on property, and receiving securities for storage in its safe deposit vaults.

Though the company in no way will be connected with the Missouri-Lincoln Trust Company, it in no sense will be a competitor, as its business will not include the receiving of deposits or the administration of estates.

The organization of the company has been practically completed by the purchase of the Lincoln Trust building from the Lincoln Trust Company, which has been sold to the Lincoln Trust and Title Company, which will be removed to the office to be occupied by the new company, and the safe deposit vaults formerly belonging to the Lincoln Trust Company. Following is a statement of the resources and liabilities of the new concern:

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A. A. B. WOERHEIDE.  
To be elected president of the new Lincoln Trust and Title Company.

By the consolidation of the Lincoln and Missouri trust companies the real estate installment department owned by the Lincoln Trust Company became the joint property of the Missouri Trust Company as well as the safety vaults in the former office of the Lincoln Trust and the bank on the real estate. It is stated that the promoters of the new concern purchased the title, plant and other interest mentioned from the Missouri Trust Company for \$200,000.

A. A. B. Woerheide, who is to become president of the new company, will continue to devote his attention to the affairs of the Missouri-Lincoln Trust Company, leaving the management of the Lincoln Trust and Title Company to the officers named. As soon as the articles of incorporation have been filed, an election will be held, at which other officers will be selected.

The Lincoln Trust building, which is one of the assets of the new concern, is regarded as one of the most valuable pieces of property in the city, five of its floors being occupied by the Wahab Rail Road Company, three and one-half by the Lincoln Trust Company, and one-half by the Missouri Trust Company.

Architects are now at work preparing plans for rearrangement of the offices formerly occupied by the Lincoln Trust Company, in order that they may accommodate the new tenants.

As a further evidence of the entire harmony which exists between the officials of Missouri-Lincoln Trust Company and the Lincoln Trust and Title Company, at the annual election of the Missouri-Lincoln Trust Company this month three more members were elected to the Board of Directors of the Missouri-Lincoln Trust Company, namely: F. A. Ackerman, E. S. Baker and Thomas H. Wagner.

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